

## A STUDY ON THE IMPACT OF WOMEN CELEBRITY IN ADVERTISEMENT WITH SPECIAL REFERENCE TO TIRUPUR CITY

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**Abstract**— This paper aims at investigating the impact of celebrity endorsements with respect to their physical attractiveness, source credibility and congruence on customers' brand perception and purchase intention. Television is an inevitable entertainment media of today. Initially we had only one or two channels promoted by the Government. Today there are hundreds of channels in all languages to entertain us like television shows, movies, serials, animated films, sports and social events, etc. With growing competition in the advertisement field and in marketing of the products, money is spent like anything in bringing out an advertisement. Instead of using models for the advertisements, now male and female celebrities are used to appear in the advertisements. The study conducted on the impact of women celebrity in advertisement has brought out many new concepts. There is a general opinion that the women celebrity is most sought after in advertisement field and they are paid a lot for their appearance.

**Keywords**— Television, Celebrity, Source Credibility, Congruence, Customer Purchase Intention, Customer Attitude

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### INTRODUCTION

In the current era of information explosion and the world of media, advertisements play a major role in changing the behavior and attitude of consumers towards the products shown in the advertisements. The advertisements not only change the way of product is consumed by user but alter the attitude with which they look at the product. The purpose of mass advertisements is to gain attention for the product, ensuring prolonged association with consumers, or for the purpose of recall of their product in customers' mind. Today, most of the advertisements come with 'celebrity' which act as a credible means of spending money. This could be for the reason of their social standing. People want to wear the "right" clothes, drink the "right" beverages and use the "right" fragrances and buy "right" durables. Studying the attitude of consumers, it can be stated that if a consumer observes messages for two different firm's products, one product's message containing a better advertisement and the other not, believes the better advertisement's product will definitely have more features and so be of higher value. To make the advertisement more attractive and avoid the media clutter, companies use celebrities to endorse their products. The demand for instant recall, brand awareness, and emotional bonding with customers has made celebrity endorsements the latest trend.

The show of advertisements started with the display of the products and explaining the features of them, etc. With growing competition in the advertisement field and in marketing of the products, money is spent like anything in bringing out an advertisement. Instead of using models for the advertisements, now male and female celebrities are used to appear in the advertisements.

### REVIEWS OF LITERATURE

Gupta (2003) pointed out that women celebrities may be successful in drawing the consumers' attention piquing their interest or desire, and penetrating the target customers' perceptual mapping. It has been found that men respond better to advertisements about self or ego, while women respond better to advertisements that are more externally focused (Brunel & Nelson, 2003).

The result of the study of Holtzhausen et al. (2011) also describing the significance of women representation in ads. Basically he is defining that advertisements predominantly an important subject towards the female attractiveness.

### SCOPE OF THE STUDY

The sample area taken for the study is Tripur City. Care had been taken to conduct the survey identifying respondents who represent different categories of living and lifestyle. The study gives the light on the viewers' perception on various

advertisements about the product. And it was developed to give an idea for the manufacturers to plan the advertisements to have an effective reach of their products to the consumers. To find out the feature of women celebrity makes an advertisement a successive one. To analyze the role of the advertisements which may cause negative results and to identify the prime factors of a successful advertisement.

### **OBJECTIVES OF THE STUDY**

- To study the growth of women celebrity advertisement in India.
- To analyze the factors influences the respondents towards women celebrity advertisements to purchase the products.
- To ascertain the level of satisfaction of the respondents towards women celebrity advertisement.
- To identify the impact of women celebrity advertisements among the viewers in Tirupur city.
- To render the suggestion of women celebrity to do in better way.

### **HYPOTHESIS OF STUDY**

- *H1*— There is no close significance relationship between gender Vs level of satisfaction towards the women celebrity in advertisement.
- *H2*—There is no close significance relationship between age Vs level of satisfaction towards the women celebrity in advertisement.
- *H3*—There is close significance relationship between marital status Vs level of satisfaction towards the women celebrity in advertisement.
- *H4*—There is no close significance relationship between educational qualification Vs level of satisfaction towards the women celebrity in advertisement.
- *H5*—There is a close significance relationship between annual income Vs level of satisfaction towards the women celebrity in advertisement.

### **RESEARCH METHODOLOGY**

Research is defined as human activity based on intellectual application in the investigation of any subject. The primary purpose for applied research is discovering, interpreting, and the developing of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of the world and the universe.

#### **Sampling Design**

The sampling technique used in research is Cluster based sampling. Sampling size of Cluster based sampling divided into four categories based on Tirupur city. From each zone (i.e.) east west north south has filed sampling. From east zone I have collected 40 respondents. From west zone I have collected 35 respondents. From north zone I have collected 45 respondents. From south zone I have collected 30 respondents. Finally I have collected 150 respondents. The Convenience sampling technique was used to collect the samples from each zone. Sample size refers to the number of items selected from the universe to constitute sample. A sample of 150 respondents was taken for the study.

#### **Nature of Data**

##### ***Primary Data***

Primary data is the first hand data collected by the researcher for the purpose of research. Some of primary data collection methods are observation, questionnaire, scheduled interview, etc.

##### ***Secondary Data***

Apart from primary data, we have also collected some secondary data. Websites, books, leading journals and magazines were referred for this purpose to enable proper understanding of the study.

#### **Statistical Tools**

1. Chi square analysis.
2. Weighted average method
3. Co-efficient of Correlation

## LIMITATION OF THE STUDY

The major limitation of the study was restricted within the Tirupur City due to constraints of time and cost. So the results of the study were restricted to Tirupur City only.

- The data given by the respondents were limited to their own perception, opinions, emotions, knowledge, feelings and awareness.
- The effectiveness of the study might be affected due to personal bias of the respondents.
- Due to time limit the sample size was limited to 150. With limited respondents, the findings might not be applicable to the total population.
- The required data is collected from different sources. Identifying the respondents was a challenge to the study.

## DATA ANALYSIS AND INTERPRETATION

**Table 1: Gender vs level of satisfaction towards the women celebrity in advertisement (two-way table)**

<i>Gender</i> \ <i>Rate</i>	<i>Highly Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Highly Dissatisfied</i>	<i>Total</i>
Male	29	30	11	2	0	72
Female	21	40	15	1	1	78
Total	50	70	26	3	1	150

*Source: Questionnaire*

The table value for degrees of freedom 4 at 5% level of significance is 9.488. the calculated value (4.424) is lesser than the table value. Hence, we accept the null hypothesis. It concludes that there is a no close significance relationship between gender Vs level of satisfaction towards the women celebrity in advertisement.

**Table 2: Age vs level of satisfaction towards the women celebrity in advertisement (two – way table)**

<i>Age</i> \ <i>Rate</i>	<i>Highly Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Highly Dissatisfied</i>	<i>Total</i>
Below 20 Years	7	14	6	0	0	27
20 - 35 Years	39	52	16	2	1	110
35 - 40 Years	3	4	3	1	0	11
Above 50 Years	1	0	1	0	0	2
Total	50	70	26	3	1	150

*Source: Questionnaire*

The table value for degrees of freedom 12 at 5% level of significance is 21.026. the calculated value (16.969) is lesser than the table value. Hence, we accept the null hypothesis. It concludes that there is a no close significance relationship between age Vs level of satisfaction towards the women celebrity in advertisement.

**Table 3: Marital vs level of satisfaction towards the women celebrity in advertisement**

<i>Marital status</i> \ <i>Rate</i>	<i>Highly Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Highly Dissatisfied</i>	<i>Total</i>
Married	21	8	6	2	1	72
Unmarried	29	62	20	1	0	78
Total	50	70	26	3	1	150

*Source: Questionnaire*

The table value for degrees of freedom 4 at 5% level of significance is 9.488. The calculated value (20.26) is greater than the table value. Hence, we cannot accept the null hypothesis. It concludes that there is a close significance relationship between marital status Vs level of satisfaction towards the women celebrity in advertisement.

**Table 4: Educational qualification vs level of satisfaction towards the women celebrity in advertisement**

<i>Educational Qualification</i> \ <i>Rate</i>	<i>Highly Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Highly Dissatisfied</i>	<i>Total</i>
Illiterate	7	8	5	0	0	20
Schooling	12	19	5	1	1	38
Under graduate	27	40	13	2	0	82
Post graduate	3	3	2	0	0	8
Business	1	0	1	0	0	2
Total	50	70	26	3	1	150

Source: Questionnaire

The table value for degrees of freedom 12 at 5% level of significance is 21.026. The calculated value (8.027) is less than the table value. Hence, we accept the null hypothesis. It concludes that there is a no close significance relationship between educational qualification Vs level of satisfaction towards the women celebrity in advertisement.

**Table 5: Annual income vs level of satisfaction towards the women celebrity in advertisement (two-way table)**

<i>Annual Income</i> \ <i>Rate</i>	<i>Highly Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Highly Dissatisfied</i>	<i>Total</i>
Below 50,000/-	8	5	2	1	0	16
50,000/- to 1,00,000/-	24	31	3	1	1	60
1,00,000/- to 2,00,000/-	13	25	6	1	0	45
Above 2,00,000/-	5	9	15	0	0	29
Total	50	70	26	3	1	150

Source: Questionnaire

The table value for degrees of freedom 12 at 5% level of significance is 21.026. The calculated value (37.353) is greater than the table value. Hence, we cannot accept the null hypothesis. It concludes that there is a close significance relationship between annual income Vs level of satisfaction towards the women celebrity in advertisement.

**Table 6: Analysis of variation towards type of Medias and impact of women celebrity in advertisement**

<i>X</i>	$\frac{(X - \bar{X})}{X}$	$XI^2$	<i>Y</i>	$\frac{(Y - \bar{Y})}{Y}$	$YI^2$
12	-18	324	69	39	1521
21	-9	81	24	-6	36
88	58	3364	21	-9	81
16	-14	196	34	4	16
13	-17	289	2	-28	784
$\Sigma X = 150$	$\Sigma X1 = 0$	$\Sigma X1^2 = 4254$	$\Sigma Y = 150$	$\Sigma Y1 = 0$	$\Sigma Y1^2 = 2438$

Source: Questionnaire

From the value of coefficient of variation it is inferred that comparison of impact of women celebrity is much less than the type of media in advertisement. Therefore the opinion of respondents regarding the type of media in advertisement is more consistent.

**Table 7: Weighted average method: Factors Influencing women celebrity advertisement**

X	W	X1		X2		X3		X4		X5		X6	
		X1	wx1	X2	wx2	X3	wx3	X4	wx4	X5	wx5	X6	wx6
1	5	79	395	34	170	39	195	42	210	42	210	28	140
2	4	55	220	73	292	40	160	53	212	38	152	52	208
3	3	15	45	37	111	61	183	37	111	43	129	34	102
4	2	0	0	3	6	10	20	18	36	18	36	21	42
5	1	1	1	3	3	0	0	0	0	9	9	15	15
		150	661	150	582	150	558	150	569	150	536	150	507
CW		4.41		3.88		3.72		3.79		3.57		3.38	
RANK		I		II		IV		III		V		VI	

Source: Questionnaire

It shows that respondents ranked 1st to personality, 2<sup>nd</sup> rank to emotional appeal, 3<sup>rd</sup> rank to achievement appeal, 4<sup>th</sup> to rational appeal, 5<sup>th</sup> to self enhancement and 6<sup>th</sup> rank to company image.

### FINDING AND SUGGESTIONS

- It is found from the analysis that there is a no close significance relationship between gender Vs level of satisfaction towards the women celebrity in advertisement.
- It concludes that there is a no close significance relationship between age Vs level of satisfaction towards the women celebrity in advertisement.
- From the analysis, there is a close significance relationship between marital status Vs level of satisfaction towards the women celebrity in advertisement.
- It is found that there is a no close significance relationship between educational qualification Vs level of satisfaction towards the women celebrity in advertisement.
- It concludes that there is a close significance relationship between annual income Vs level of satisfaction towards the women celebrity in advertisement.

### Suggestions

- Manufacturers or advertisement designers should see that the product and advertisement are related. They should also avoid the appearance of women celebrity for men products or brands.
- The women celebrities' advertisement should encourage sales of the products and should increase the brand image of the product.
- Advertisement should be in such a way that it must not suppress the product by concentrating more on women celebrity.
- Advertisement should avoid exaggeration of information and the advertisement need be provocative
- Company can adopt different styles of advertisements in different Medias.
- From overall study it is found that customer are satisfied with the existing advertisement. But customers are expecting more varieties of advertisement with new innovation, so company can concentrate towards it.

### The Public also Opined that

- The advertisements should focus more on the products than on the women celebrity.
- With the domination of women celebrity the concept of the advertisement gets lost, so advertisers have to concentrate on it.
- The women celebrity should be exposed decently in advertisements so that it does not disturb the minds of viewers.
- Women celebrity should maintain dignity in appearing in advertisement and they should concentrate more on social promotional advertisements such as welfare, health, education, sports, etc.

- The usage of women celebrity in advertisement can be replaced by good pictures, natural sceneries, children and good music so that the cost of the advertisement can always be under control.

## CONCLUSION

The study conducted on the impact of women celebrity in advertisement has brought out many new concepts. There is a general opinion that the women celebrity is most sought after in advertisement field and they are paid a lot for their appearance. This is not true in all cases. All the women celebrity are not chosen for advertisement. There is always the chance of uncertainty n continuous appearance of the celebrity in the advertisement as the popularity never remains the same. Some celebrities like Sania Mirza are having communal restrictions which prohibit them to appear in many advertisements. The monetary benefits obtained by the celebrities also may not match the earnings in their profession. Also there are many negative criticisms about the appearance, their looks, presentation, etc., of women in advertisement. Considering all the above it could be seen that the involvement of a women celebrity in advertisement is not an easy task and success of any such advertisement is the outcome of great input of creativity, dedication and hard work

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